

Denver Auto Outlook

Comprehensive information on the Metro Denver new retail vehicle market

Released: May 2009

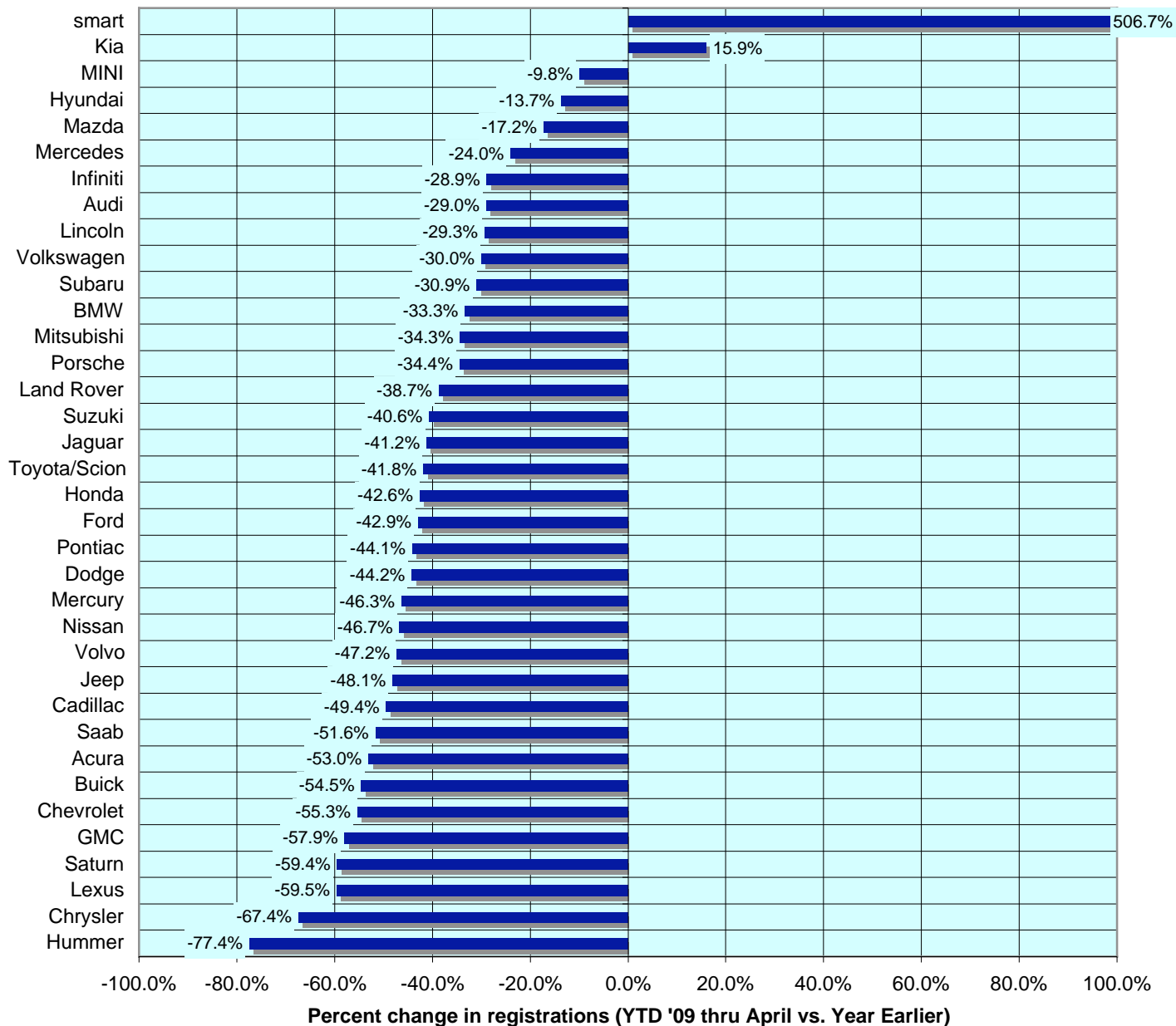
Covering Results thru April 2009

Released by:
Metro Denver
Auto Dealers Association

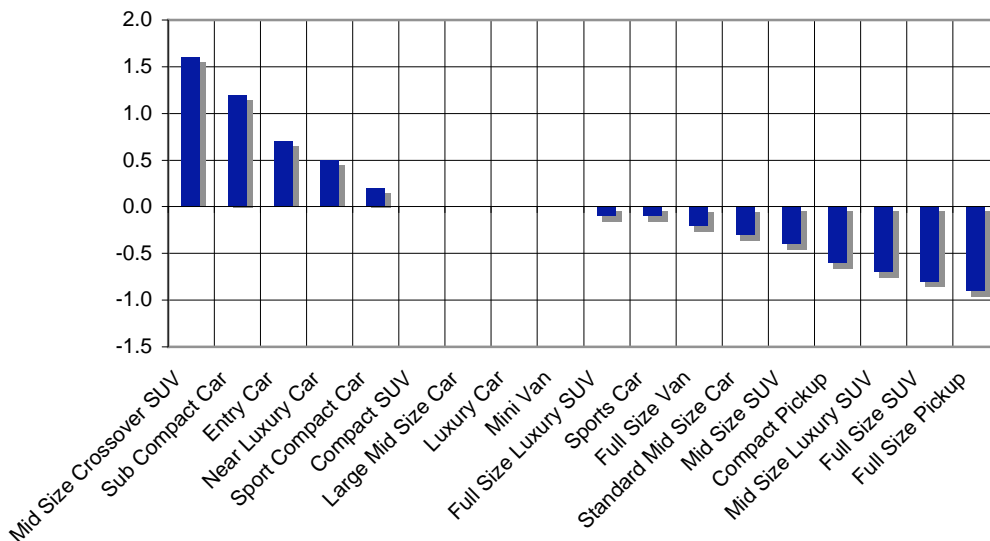
Denver Area New Retail Car and Light Truck Registrations															
	April			Two Month Period Mar '09 and Apr '09				YTD thru April				YTD Market Share (%)			
	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		U.S. % chg.	Denver Area		Denver Area			
	2008	2009		% chg.	Yr. Ago		Current	% chg.		2008	2009	% chg.	2008	2009	Chg.
MARKET SUMMARY															
TOTAL	7,090	4,400	-37.9%	-34.3%	14,518	8,605	-40.7%	-35.6%	29,324	17,088	-41.7%	-37.4%			
Cars	3,298	2,070	-37.2%	-33.5%	6,459	3,976	-38.4%	-33.8%	12,026	7,392	-38.5%	-35.6%	41.0	43.3	2.3
Light Trucks	3,792	2,330	-38.6%	-35.3%	8,059	4,629	-42.6%	-37.7%	17,298	9,696	-43.9%	-39.2%	59.0	56.7	-2.3
Domestic	2,525	1,379	-45.4%	-36.3%	5,109	2,686	-47.4%	-39.4%	10,543	5,265	-50.1%	-43.7%	36.0	30.8	-5.2
Japanese	3,555	2,209	-37.9%	-35.9%	7,427	4,281	-42.4%	-36.3%	14,745	8,652	-41.3%	-35.2%	50.3	50.6	0.3
European	720	513	-28.8%	-29.2%	1,425	1,041	-26.9%	-26.9%	2,930	2,084	-28.9%	-28.2%	10.0	12.2	2.2
Korean	290	299	3.1%	-14.1%	557	597	7.2%	-8.8%	1,106	1,087	-1.7%	-3.7%	3.8	6.4	2.6
BRAND REGISTRATIONS															
Acura	128	71	-44.5%	-32.2%	269	136	-49.4%	-32.2%	587	276	-53.0%	-34.0%	2.0	1.6	-0.4
Audi	105	67	-36.2%	-9.3%	195	126	-35.4%	-14.5%	389	276	-29.0%	-19.3%	1.3	1.6	0.3
BMW	170	95	-44.1%	-41.3%	336	213	-36.6%	-33.4%	666	444	-33.3%	-31.3%	2.3	2.6	0.3
Buick	61	26	-57.4%	-29.6%	103	48	-53.4%	-34.8%	187	85	-54.5%	-41.7%	0.6	0.5	-0.1
Cadillac	75	28	-62.7%	-41.9%	160	63	-60.6%	-48.0%	322	163	-49.4%	-47.4%	1.1	1.0	-0.1
Chevrolet	557	282	-49.4%	-26.4%	1,117	522	-53.3%	-34.6%	2,318	1,035	-55.3%	-43.1%	7.9	6.1	-1.8
Chrysler	91	30	-67.0%	-54.8%	191	60	-68.6%	-53.1%	371	121	-67.4%	-59.5%	1.3	0.7	-0.6
Dodge	356	205	-42.4%	-48.2%	661	404	-38.9%	-40.4%	1,424	795	-44.2%	-42.2%	4.9	4.7	-0.2
Ford	596	372	-37.6%	-29.9%	1,262	715	-43.3%	-36.2%	2,508	1,432	-42.9%	-40.1%	8.6	8.4	-0.2
GMC	205	93	-54.6%	-32.6%	420	175	-58.3%	-42.6%	863	363	-57.9%	-44.5%	2.9	2.1	-0.8
Honda	759	538	-29.1%	-24.4%	1,676	1,012	-39.6%	-30.7%	3,330	1,913	-42.6%	-31.7%	11.4	11.2	-0.2
Hummer	25	5	-80.0%	-61.6%	58	11	-81.0%	-70.1%	124	28	-77.4%	-67.2%	0.4	0.2	-0.2
Hyundai	174	158	-9.2%	-13.6%	328	302	-7.9%	-9.0%	659	569	-13.7%	-3.6%	2.2	3.3	1.1
Infiniti	79	50	-36.7%	-48.3%	162	105	-35.2%	-47.9%	308	219	-28.9%	-39.0%	1.1	1.3	0.2
Jaguar	3	2	-33.3%	-28.2%	9	4	-55.6%	-30.6%	17	10	-41.2%	-30.6%	0.1	0.1	0.0
Jeep	311	188	-39.5%	-41.7%	626	419	-33.1%	-41.0%	1,452	753	-48.1%	-40.9%	5.0	4.4	-0.6
Kia	116	141	21.6%	-14.8%	229	295	28.8%	-8.4%	447	518	15.9%	-3.8%	1.5	3.0	1.5
Land Rover	18	18	0.0%	-20.1%	40	37	-7.5%	-23.5%	124	76	-38.7%	-28.3%	0.4	0.4	0.0
Lexus	186	83	-55.4%	-39.2%	384	161	-58.1%	-41.1%	849	344	-59.5%	-37.4%	2.9	2.0	-0.9
Lincoln	29	25	-13.8%	-42.2%	67	44	-34.3%	-37.5%	133	94	-29.3%	-35.6%	0.5	0.6	0.1
Mazda	136	123	-9.6%	-32.1%	281	245	-12.8%	-32.8%	528	437	-17.2%	-31.1%	1.8	2.6	0.8
Mercedes	86	107	24.4%	-28.1%	185	195	5.4%	-26.5%	441	335	-24.0%	-29.6%	1.5	2.0	0.5
Mercury	27	17	-37.0%	-40.7%	67	32	-52.2%	-41.4%	123	66	-46.3%	-42.7%	0.4	0.4	0.0
MINI	39	25	-35.9%	-22.4%	66	49	-25.8%	-19.3%	122	110	-9.8%	-18.2%	0.4	0.6	0.2
Mitsubishi	68	43	-36.8%	-55.9%	123	74	-39.8%	-56.5%	216	142	-34.3%	-50.6%	0.7	0.8	0.1
Nissan	461	236	-48.8%	-36.3%	936	453	-51.6%	-36.2%	1,704	908	-46.7%	-35.3%	5.8	5.3	-0.5
Pontiac	69	48	-30.4%	-54.9%	126	83	-34.1%	-42.5%	238	133	-44.1%	-46.3%	0.8	0.8	0.0
Porsche	15	9	-40.0%	-35.3%	28	23	-17.9%	-32.4%	64	42	-34.4%	-29.7%	0.2	0.2	0.0
Saab	15	5	-66.7%	-43.5%	31	13	-58.1%	-52.5%	64	31	-51.6%	-52.5%	0.2	0.2	0.0
Saturn	123	58	-52.8%	-56.4%	251	108	-57.0%	-58.0%	480	195	-59.4%	-58.3%	1.6	1.1	-0.5
smart	12	23	91.7%	-49.9%	15	46	206.7%	-30.0%	15	91	506.7%	-21.6%	0.1	0.5	0.4
Subaru	539	330	-38.8%	-6.7%	984	644	-34.6%	-4.7%	1,961	1,355	-30.9%	-0.8%	6.7	7.9	1.2
Suzuki	80	47	-41.3%	-73.7%	175	107	-38.9%	-47.8%	342	203	-40.6%	-51.0%	1.2	1.2	0.0
Toyota/Scion	1,108	688	-37.9%	-42.2%	2,423	1,343	-44.6%	-40.4%	4,901	2,850	-41.8%	-38.5%	16.7	16.7	0.0
Volkswagen	187	126	-32.6%	-16.1%	365	266	-27.1%	-17.9%	699	489	-30.0%	-16.5%	2.4	2.9	0.5
Volvo	66	30	-54.5%	-36.9%	143	60	-58.0%	-33.8%	307	162	-47.2%	-46.4%	1.0	0.9	-0.1
Other	15	8	-46.7%	-61.2%	26	12	-53.8%	-62.5%	41	25	-39.0%	-56.2%	0.1	0.1	0.0

The table shows new retail light vehicle registrations in the Metro Denver Area. Please keep in mind that monthly registration figures can occasionally be subject to fluctuations, resulting in over or under estimation of actual results. This usually occurs due to processing delays by governmental agencies. For this reason, the year-to-date figures will typically be more reflective of market results. The top 10 ranked brands in each percent change category are shaded green. Source for area registrations: AutoCount. Source for U.S. data: Automotive News.

Percent Change in New Retail Light Vehicle Registrations (YTD '09 thru April vs. Year Earlier)



Change in Segment Market Share - YTD '09 thru April vs. Year Earlier



This report is sponsored by the Denver Metro Automobile Dealers Association and produced by Auto Outlook. For questions or comments regarding this report, please contact the Association (303-831-1722) or Auto Outlook (800-206-0102).

Exclusive source for new vehicle registration data is AutoCount, an Experian Company. AutoCount specializes in providing detailed new and used vehicle sales and registration statistics. For more information on AutoCount, call 407.770.5900 or visit their web site: www.autocount.com.

